

Buick Car. Stanley Horner, 1028 Conn. Ave. N. W. Host, Stanley Horner.



Dodge Car. Semmes Motor Co., 1100 Conn. Ave. N. W. Host, Edward L. Kneessi.



Locomobile Car. Locomobile Co. of America, 1124 Conn. Ave. Host, Mr. Wiggins.

OLD-TIME MACHINES GIVE GOOD SERVICE

RACINE, Wis., March 8.—The usual belief that five years is the average life of an automobile is disproved every once in a while by the turning up of some old-timer still doing business at the old stand after considerably more than that period. Take into consideration, for instance, a Mitchell which has been in continuous use for three times its "average" life.

Shipped from the factory of the Mitchell Motors Company, Inc., at Racine, Wis., in 1904, the car is still giving daily satisfactory service, according to its owner, R. H. Bunn, of Gibson, Neb. In commenting on the car, Mr. Bunn says: "I would not part with it, for the quality remains long after the price is forgotten."

"Buy A Motor Car Week"
March 10-15, Inc.



Roamer Car Roams Right Over Wall



This Roamer car, owned by a member of the royal family in Japan, showed that it could climb a wall without receiving any damage other than a bent fender. After one lesson, the owner thought he could drive, and he could—he drove right through the wall, as you see above.

POOR ROADS, LOST \$504,000,000.
The Congressional report of 1914 placed the economic loss to the United States through poor roads at

an annual figure of \$504,000,000 for transportation costs alone. The heavy increase in tonnage since that time probably makes the loss today close to \$1,000,000,000 a year.

Don't try to fool your conscience by cheering the returning soldiers and forgetting to pay your income tax. An income tax evader hasn't much on any of the other Pro-Germans.

PEERLESS PUTS OUT ALL-SEASON MODEL

Investigations by the Peerless Motor Car Company have disclosed that 90 per cent of the open-type cars on the highways today are driven with tops up regardless of the season and current weather conditions.

As a result Peerless engineers forecast an ever increasing demand for the enclosed car which embodies the characteristics of the touring and roadster models—light weight, quickly adjustable windows which will let in "all outdoors," and ease of entrance and exit.

The recently conducted investigations involved the checking of cars of all makes as they passed through the streets of cities and along the principal highways. Even in the Berkshire hills, a mecca for tourists, it was found that the open-type cars were driven with tops up, no matter

the temperature, or prevailing weather.

The new Peerless enclosed models with their two-power-range eight motors embody all those characteristics which are found in the touring models, and in addition, assure year 'round luxury.

The perfection of metals light in weight, but durable in construction—the work of the Peerless metallurgists—and the efficient methods of Peerless engineers have combined to make these cars surprisingly light.

The Peerless coach-builders have seen to it that a maximum amount of sunshine and air can enter by making the windows and doors of unusual width. The low hung frame and wide paneled door make the enclosed car even more easy to enter than the open models.

The demand for sedans and coupes in increasing quantities has made it possible for the Peerless Motor Car Company to reduce the manufacturing cost of these particular types to a basis which more closely approaches the production cost of the open models. In view of this fact and the more generally recognized advantages of the enclosed cars the Peerless organization predicts a still greater demand for the all-season types.

ENERGY WASTED CHOOSING CARS

"Great energy is never more than a contributing factor to a desirable result and just as often it contributes to failure," says a dealer in Dort cars.

"I often think of this fact in observing the method and manner of shoppers in looking for an automobile. The prospect who dashes up and down the row, gathering armfuls of literature and careful of chatter, trying to mind-file the good and bad points of all the cars on the market, is a common type. Not so common is the prospect who first fixes a price in his mind and then demands full value.

But the first type is often "stung," the second type seldom.

"The second type generally has in mind just this: 'How much can I get in strength, comfort, and looks for what I want to pay?' This narrows his selection to a few cars and simplifies the task. He picks out the one that suits him best in appearance, construction, and performance, and then comes to the most important and deciding point—who built it?"

\$300,000,000 SPENT IN YEAR ON ROADS IN U. S.

Government road officials estimate that road construction and maintenance in the United States involve an annual outlay of over \$300,000,000, a sum which, if capitalized at 5 per cent, would represent an investment of \$6,000,000,000. There has never been a nation-wide traffic census to show either the direction or volume of traffic over these highways.



Value in the
Head Means Buick

STANLEY HORNER
Retail Distributor
1028 Connecticut Ave. Main 5296
Member of The Washington Automotive Trade Association

PEERLESS Two-Power-Range EIGHT

Modern Lightness—With Stability

THERE is much to be said for the closed car bodies that set the first high standards of coach building applied to motor cars.

Peerless leadership in Closed Car construction was established in the early days of the industry.

There is much to be said for newer methods—where they work real improvement.

The Peerless Closed Cars of today embody those fundamental principles developed by the old master coach builders, combined with all that constitutes genuine improvement in modern methods.

The result—modern lightness with stability.

Mounted on the famous Peerless Eight chassis, with its two sepa-

rate and distinct ranges of power, the Peerless Closed Cars of today maintain their leadership.

In substantial comfort they are not to be surpassed.

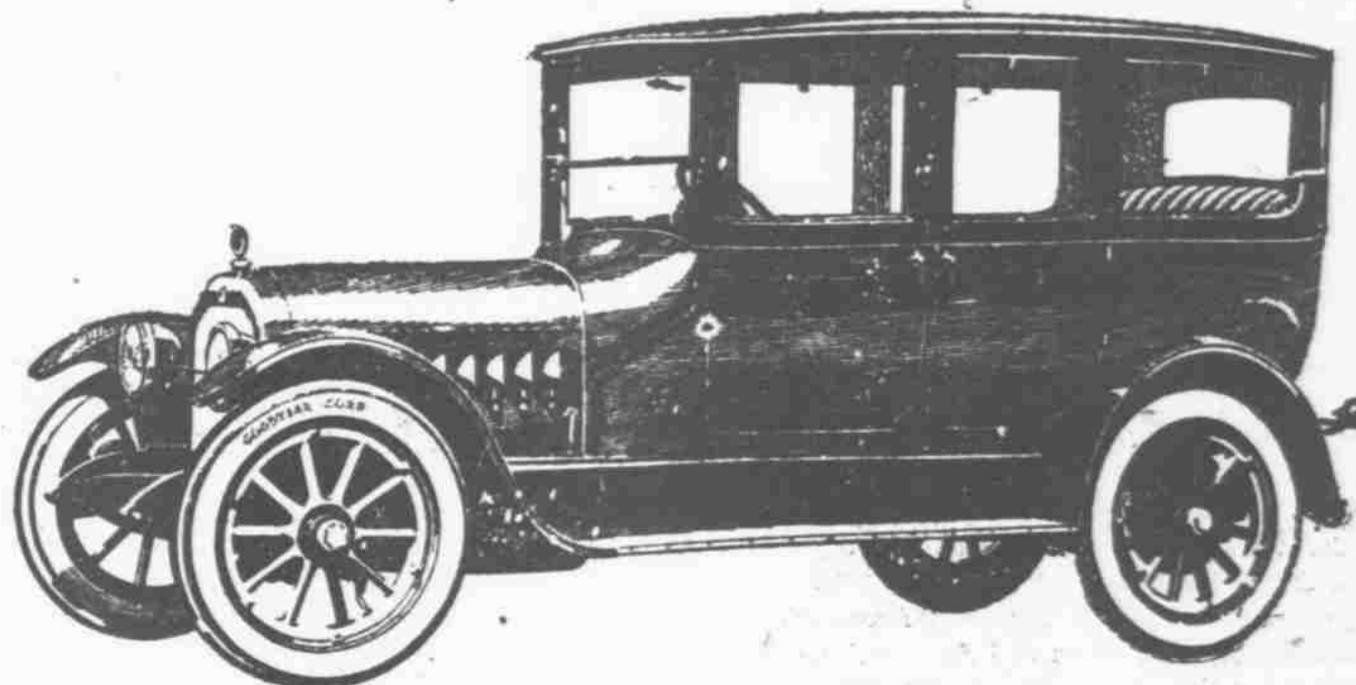
In operation they give the most distinctive performance yet attained by motor cars.

The "loafing" range offers the acme of soft, smooth, efficient, economical application of power.

The "sporting" range releases an abundance of power for emergencies and speed which few cars now possess.

Let us show you its remarkable range of performance—those contrasts of opposite virtues which have made the Peerless Two-Power-Range the distinctive motor car of the day.

7 passenger Touring \$2760 4 passenger Roadster \$2760 4 passenger Coupe \$3380
7 passenger Sedan \$3530 7 passenger Sedan Limousine \$3720
a. h. Cleveland, subject to change without notice



THE TREW MOTOR CO.

Phone Main 4173 1337 14th St. N.W.



The Peerless Motor Co., Cleveland, Ohio

Member of the Washington Automotive Trade Association

300,000 Builders of Good Will

In four years Dodge Brothers have supplied to the American people, and to American soldiers, more than three hundred thousand of their cars.

The demand for the car is just as fresh, and just as vigorous, today, as in the first year of its existence.

The simple truth is, indeed, that the war has given a new interest and a new impetus to that demand.

To the natural and normal preference which the American people always accord a product which wins their good will, has been added a strong sentimental attraction.

The car is inseparably linked, in the thought of thousands of homes, with its fine and faithful performance in the service of the nation.

The written and spoken word of American army men, at home and abroad, has given the very name of Dodge Brothers Motor Car a new

and a stirring significance.

It stands, in their minds and hearts, as a synonym for pluck, and endurance, and ability to 'carry on' under the stress of desperately discouraging conditions.

So the war that curtailed production of the car, has now conferred upon it a stronger and more spontaneous admiration than ever.

More than ever is it apparent, now that the American people think of it as a stable and an established value, to be bought on its merits, and without a moment's hesitation.

Thus that national good will which has become almost a trade mark in Dodge Brothers business, after four years, is at the highest point in their history.

Dodge Brothers enter upon the fifth year with a full sense of the confidence reposed in them and the determination to continue to deserve it.

It will pay you to examine this car at the show

SEMME'S MOTOR COMPANY

1100 Connecticut Avenue

Main 9790

Member of the Washington Automotive Trade Association

